

We want all our old friends to be present. All the many women who loyally supported us since our doors were first thrown open to the good people of Bennington.

The spirit back of M. Lurie & Co. is the spirit of wholesome, plain people. We have put our best foot forward to merit the patronage of all Bennington women—old and new friends alike. While all that is newest in fashion has been magnificently taken care of, the tendency has, as always, been to specialize with a view to pricing downwards.



TWENTY-NINE YEARS OF VALUE GIVING

Twenty-nine years ago Lurie's was a little bit of a store in Hoosick Falls—Since then we have added eleven other stores and a central buying office in New York. To-morrow will be two years since our Bennington Store was founded. We know of no better way to show our appreciation for the confidence and loyalty that made our success here possible—than to plan and arrange this old fashioned bargain feast for you.

Second Anniversary

SALE EXTRAORDINARY!

Starting a Third Year of Style and Value Supremacy

Because of thousands of people we have served, and the wonderful values we have offered in the past two years, Lurie's has come to be known as "The Fastest Growing Store in Bennington." How well we have succeeded in our policy of "Style and Values Supreme" is ample demonstrated in the immense patronage we have acquired in so short a time. To celebrate the founding of our Bennington Store, we have arranged a Great Week of Anniversary Sales, embracing all departments, and offering New Spring Merchandise at extraordinary prices.

A Sale of Tremendous Importance to all Thrifty Women. Gigantic in Scope—Powerful in Value

Wonderful Hosiery Opportunities in the Anniversary Sale



WOMEN'S HOSE

- 35 Burson Hose, black and white 24c
- 39c Ipswich Hose, black, brown and white 24c
- 50c Silk Lisle Hose, black and white 39c
- 89c Fibre Silk Hose, black, white and grey 69c
- \$1.50 Pure Silk Hose, seamed back—black, white, navy and grey 95c
- 19c Cotton Hose, black, brown and white 12c

CHILDREN'S HOSE

- 35c Cotton Ribbed Hose, black and brown—sizes 6 to 9 25c
- 49c Fine Ribbed Hose, black only, sizes 7 to 9 35c

Women's and Misses' \$16.50 to \$20 Capes



\$12.98

Alluring Styles and Qualities that will credit themselves in the practical test of Service.

Those well informed concerning value would be well satisfied indeed to pay the regular price for these modish garments.

They are made of serge, poplin and spring weight velour in navy, black and desirable spring shades.

They have short vests or full length coat fronts and are either plainly tailored or decorated with braid; there are also some wonderfully pleasing surprise effects.

Loveliest Examples of the Season's Wrap Fashions are these

Capes for Women and Misses at \$16.95

Value to \$25.

Coatee and Surplice front capes, vested, braided and button trimmed, developed in such favored materials as broadcloth, velour, poplin, serge and satin—navy, tan, pekin, rose and black.

EXTRAORDINARY!

Women's and Misses' \$30 to \$35 Suits

Anniversary Sale Price **\$23.75**

High grade superbly tailored suits and clever little sports models, fashioned on spirited new lines. Smartly simple or trimmed in stunning new ways. There are serges, poplins, gabardines, silvertones and novelty tweeds, all of superior grade, deftly cut, finely tailored, with dash or dignity in their styling—or a wonderfully clever combination of both.

\$27.50 to \$29.75

Suits for Women and Misses

Anniversary Sale Price **\$19.75**

All Tailored, box coats, blouse and belted models in serge and poplin. Some vested in contrasting colors, some braid bound, some button trimmed. Each and every one beautifully finished and lined. All the wanted shades, plenty navy and black.

\$22.50 to \$25 Suits for Women and Misses

Anniversary Sale Price **\$15.00**

Poplins and serge in navy, black and spring shades in the season's most successful styles.

Anniversary Sale Economies that will Surprise and Please

\$1.00 UNDERMUSLINS 69c
Gowns, petticoats, envelope chemise and drawers of nainsook, lingerie cloth and cambric in a host of pretty styles trimmed with lace embroidery.

\$1.69 UNDERMUSLINS \$1.00
Find Nainsook gowns and chemises with pretty lace and medallion trimmings. Several styles of good quality muslin petticoats included in this group.

49c CORSET COVERS 29c
Fitted shoulder and cambric styles. Lace and medallion trimmed. Specially well-made. DEBANDING \$1.00

79c BLOOMERS 59c
Pink Batiste bloomers with elastic at waist and knees, trimmed with self-material ruffles. Re-inforced.

\$1.50 SILK CAMISOLES \$1.00
Dainty crepe de chine and satin, tailored smartly or with pretty lace and medallion trimmings.

\$2.69 PETTICOATS \$1.98
Cambric top petticoats finished with flounces of wide embroidery. Well-made and generously cut.

\$2.98 SILK SKIRTS \$2.19
White and flesh. Secco silk top with wide flounces of silk taffeta. A substantial and durable guaranteed to give satisfaction.

CORSETS
\$1.50 Warner Corsets \$1.00
\$2.00 Warner Corsets \$1.50

WOMEN'S VESTS
39c Camfy Cut Vests 29c
29c Camfy Cut Vests 19c

Spring Dresses for Women and Misses

Regularly \$20 to \$25

Anniversary Sale Price **\$12.98**

This is the dress sensation of the season! If you want a dress—need a dress—had intended to buy a dress later on, purchase it here to-morrow. You're certain to save from 35 to 50 per cent. of what it would ordinarily cost you.

Taffeta, satin, serge and georgette combinations in the season's most successful models. All the new spring shades represented including navy and black.



Anniversary Sale Hats 2.98

A Phenomenal Sale of 185 Beautiful Spring Hats Actual \$5.00 to \$7.00 Value.

This remarkable sale of hats is most important now because it is so timely. Dressy hats in large graceful shapes with simple trimmings, and small hats with a lot of style and dash by reason of line, color or unusual trimming. Styles for every occasion; for every need; for every taste.

Children's Hats at \$1.25 and \$1.98



\$5.00 Georgette Blouses 3.50

A good assortment of styles. Dozens that are beaded and embroidered, some just simply tucked, others semi-tailored. Round, high or low necks. Colors, white, sunset, peach, league blue, flesh and tea rose. Sizes 36 to 46.

Sheer Summer Blouses

Featured in the Anniversary Sale in three price lots

\$1.00 FOR BLOUSES
worth \$1.50

\$1.25 FOR BLOUSES
worth \$1.98

\$1.89 FOR BLOUSES
worth \$2.69

Anniversary Bargains for Children

Children's Coats

Up to \$7.50 Coats \$4.98
Up to \$12.98 Coats \$8.95

Serge and poplin coats made with square and round collars, pockets, belts. Serviceable, youthful and becoming styles for dress or school wear. Values that will delight thrifty mothers.



TOT'S 59c ROMPERS 39c of striped percale and chambray in plain colors. Sizes 2 to 6.

TOT'S \$1.00 ROMPERS 79c of good quality gingham, chambray in stripes, checks and plain colors. Creeper and romper styles.

GIRL'S 89c TUB FROCKS 59c Sizes 2 to 6. Gingham, percale and chambrays in plain, stripes and plaids.

GIRL'S \$1.50 TUB FROCKS 99c Sizes 6 to 14. Gingham and plaids trimmed with contrasting collars and cuffs.

Tub Suits for Little Chaps

\$1.25 and \$1.98

Made in one piece and Oliver Twist styles of sturdy materials. It will pay any mother of an active boy to buy enough to last thru the summer.

Now for the White Skirt Season

Get one for Memorial Day

Warm weather means a return to white tub skirts, and here are pretty ones at

2.95 to 5.98

and plenty as low as \$1.98. The materials are finely woven twill gabardines, cotton poplins, basket weaves, novelty cords and plaid. Many clever ideas in the use of tucks, belts, buttons and pockets.

Up to 7.75—Skirts

\$5.00

Wool poplin and men's wear serge in navy and black. Silk poplin in navy, black, taupe, plum, pekin and rose, and novelty plaids. The styles range from the strictly tailored types to the smart braided models. Pockets, belts, tucks and buttons are the features that count for distinction.

